



media intelligence/cmr

CMR

Evaliant Services

Marx Promotion Intelligence

Theatrical Entertainment Services (TES)

Campaign Media Analysis Group (CMAG)

Announcing a Brand New World of Opportunity

A Letter to Our Customers

These days, staying one step ahead of the competition will more than likely leave you standing two steps behind. That's why some of the most astute marketers we know, namely our customers, rely on CMR's unique brand of competitive intelligence to create market opportunities that mean business.

One of our strengths is our ability to track and analyze millions of brands - and it makes perfect sense that we would also look at our own. That's why, we are privileged to announce that as of April 24, CMR, the leading provider of strategic marketing and advertising intelligence, is changing its brand - and a whole lot more - to better serve you.

Introducing TNS Media Intelligence/CMR. A new name. A new look. And a world of new ways to help build your business.

How Our Change Can Work for You

As your day-to-day challenges become more complex, we are renewing our long-standing commitment to make your job a little easier. Specifically, there are two very compelling and visible ways that TNS Media Intelligence/CMR is changing to become a more effective partner in your success. Changes that directly reflect - and yet at the same time, transcend - our new moniker.

Expanded Worldwide Capabilities

Taylor Nelson Sofres, our parent company, has launched a global rebranding initiative. As the third largest market research information company worldwide, Taylor Nelson Sofres will now be known as TNS. But this is more than just a global rebranding exercise, it's about making more of the TNS international network of companies - leveraging our global capabilities to put more resources at your disposal. More flexibility. More value. More ways for you to succeed.

Enhanced Core Expertise

Beyond geographic challenges, TNS Media Intelligence/CMR will also help to eliminate many of the business boundaries that you attempt to overcome every day by expanding our coverage of the communications sectors that are critical to your success. In addition to traditional media, interactive

advertising, consumer promotions, and entertainment marketing, we will be building upon our core areas of expertise through a host of new initiatives designed to meet the evolving needs of the marketplace. Just one example is the recently announced integration of Campaign Media Analysis Group, now TNS Media Intelligence/CMAG, which is designed to enhance our political tracking services.

Some Things Won't Change

While enhanced global capabilities and an expanded suite of products and services define the strategic direction of TNS Media Intelligence/CMR, the character of the company is still epitomized by our unrivaled commitment to you, our customers. Because beyond the numbers, beyond the scrutiny that we place on the data collection process, and beyond the pride that we take in the delivery of timely, actionable information, we realize that our greatest assets are the relationships we have built with all of you.

Thank you for your continued support, and we look forward to helping you succeed in the future.

Sincerely,



Steven J. Fredericks
President & CEO
TNS Media Intelligence

To learn more about the global rebranding initiative, please visit TNS' Web site at: www.tns-global.com. Please bookmark our new Web addresses.

TNS Media Intelligence/CMR

www.tnsmi-cmr.com
212-991-6000

Dedicated to the tracking and analysis of expenditure and occurrence information across media, brand, industry and market.

TNS Media Intelligence/CMR Core Divisions

Evaliant Services

www.tnsmi-evaliant.com
212-991-6000

Dedicated to the tracking and analysis of online advertising information. Evaliant Services capabilities can be integrated with other TNSMI/CMR measured media, or can be targeted to specific online needs.

Marx Promotion Intelligence

www.tnsmi-marx.com
952-925-5272

Dedicated to the tracking and analysis of coupon offerings and other promotional strategies. Marx Promotion Intelligence capabilities can be integrated with other TNSMI/CMR offerings, or can be targeted to specific promotion needs.

TNS Media Intelligence/TES

www.tnsmi-tes.com
310-840-5800

Dedicated to market research and compliance verification for the entertainment, retail, fast food and exhibition industries.

TNS Media Intelligence/CMAG

www.tnsmi-cmag.com
703-379-8906

Dedicated to the tracking and analysis of the political advertising arena.